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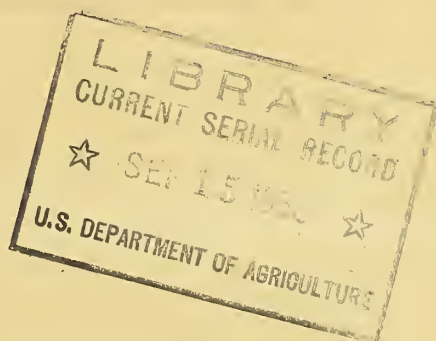
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CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS

IN

JUNE 1950



United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration

Washington, D.C.
July 1950

FOREWORD

This report presents data on consumer purchases during June 1950 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All "monthly" data in the report are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
JUNE 1950

The data presented in this report represent purchases of specified fruits and juices for household consumption only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that the data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length.

SUMMARY

The proportion of families buying frozen concentrated orange juice increased from 14.5 percent in May 1950 to 15.5 percent in June, a new high level. Purchases for household use increased for the sixth consecutive month reaching a level of 1,258,000 gallons in June. Average prices paid by householders decreased from 27.2 to 26.8 cents per 6-ounce can. Household purchases of other frozen concentrated juices also increased slightly in June.

In June for the second consecutive month household purchases of canned single strength orange juice dropped about 100,000 cases (equivalent No. 2 cans). Purchases of orange-grapefruit blended juice increased 19 percent from May to June, while purchases of grapefruit juice increased slightly. Purchases of tomato and pineapple juice decreased from the May levels. Despite the decrease, tomato juice purchases exceeded those of canned orange juice for the fourth consecutive month. Household purchases of canned lemon juice doubled from May, reaching 96,000 cases (equivalent No. 2 cans) in June.

Average prices of each of the canned single strength citrus juices declined slightly from May. The average price paid for tomato juice did not change.

Percent of families buying the major canned single strength juices generally decreased slightly from May to June.

Household consumer purchases of California oranges increased 9 percent to 17,066,000 dozens in June. Average prices declined 16 percent from May to 44.6 cents per dozen in June. Late season Florida orange purchases declined 37 percent to 12,133,000 dozens in June, while the price increased 2.5 cents to 48.8 cents per dozen.

Grapefruit purchases continued a seasonal decline dropping 52 percent in June to 2,426,000 dozens. Average prices paid were down slightly to \$1.16 per dozen.

Lemon prices increased 7 percent averaging 45.5 cents per dozen in June, while consumer purchases increased 62 percent to 15,557,000 dozens.

Household purchases of dried fruits dropped sharply--from 11,499 tons in May to 8,372 tons in June. Average prices paid changed very little. Household purchases of dried prunes declined 27 percent from May to June; raisin purchases decreased from 3,946 tons in May to 3,163 tons in June.

Householders purchased 369,000 cases (equivalent No. 2 cans) of prune juice in June, a decrease of almost 5 percent from May. The percentage of families buying dropped from 6.7 to 5.7, while the average price remained unchanged.

FROZEN CONCENTRATED JUICES

Household purchases of frozen concentrated orange juice continued to increase in June 1950, while the price declined slightly for the second consecutive month. The percentage of families buying increased to 15.5 percent, compared with the previous high of 14.5 recorded in May (fig. 1). June was the sixth consecutive month in which the percentage of families buying and total purchases have increased.

Householders paid an average of 26.8 cents per 6-ounce can for frozen concentrated orange juice in June, a slight drop from the May price of 27.2 cents. Prices averaged about the same as in June a year ago (fig. 3).

Household purchases of frozen concentrated orange juice totaled 1,258,000 gallons in June, compared with 1,213,000 gallons the preceding month. Purchases were 671,000 gallons in June 1949 (fig. 2).

Frozen concentrated grape juice purchases increased from 94,000 gallons in May to 108,000 gallons in June. Frozen concentrated juices other than orange and grape decreased from 93,000 gallons in May to 83,000 gallons in June.

CANNED JUICES

In June 1950 for the second consecutive month household purchases of canned single strength orange juice dropped about 100,000 cases (equivalent No. 2 cans). At the same time purchases of canned orange-grapefruit blended juice increased almost 100,000 cases. Householders bought considerably less canned tomato juice in June than they did in May (fig. 4). Purchases of pineapple juice were down slightly from May levels.

Householders paid slightly lower average prices for all canned citrus juices in June than they did in May. Tomato juice prices were unchanged and pineapple juice prices were down slightly (fig. 5).

Orange juice purchases dropped from 1,462,000 cases in May to 1,365,000 cases in June 1950. This compares with purchases of 1,626,000 cases in June 1949. Average prices paid by household consumers for orange juice were down slightly to 37.8 cents per 46-ounce can. The percentage of families buying dropped from 16.0 percent in May to 14.8 in June.

Household consumers bought 798,000 cases (equivalent No. 2 cans) of grapefruit juice and 588,000 cases of orange-grapefruit blend in June 1950. Prices declined about 1 cent per can from the May levels, averaging 36.6 cents per 46-ounce can for grapefruit juice and 38.0 cents per 46-ounce can for orange-grapefruit blended juice. Although household purchases of both of these juices increased from the previous month, June 1950 purchases were far below the levels of June 1949. The percentage of families buying these juices remained at about the May levels of 10 percent for grapefruit and 7 percent for orange-grapefruit blend.

Household purchases of tomato juice declined 126,000 cases to 1,452,000 (equivalent No. 2 cans) in June 1950, while the average price remained unchanged at 26.9 cents per 46-ounce can. Percentage of families buying dropped from 20.6 percent in May to 19.5 in June. Despite the decrease in volume of buying

during June, tomato juice purchases exceeded those of canned orange juice for the fourth consecutive month.

Pineapple juice purchases in June totaled 920,000 cases (equivalent No. 2 cans), a slight decline from the preceding month. The average price paid was 38.4 cents per 46-ounce can compared with 38.0 cents in May.

Canned lemon juice purchases were 96,000 cases (equivalent No. 2 cans) in June 1950, compared to 48,000 in May and 130,000 in June a year ago. Householders paid 12.9 cents per 5 $\frac{1}{2}$ -ounce can for lemon juice, a slight decrease from the May price of 13.4 cents, but considerably higher than a year ago. The percentage of families buying lemon juice was up from 3.1 in May to 5.3 percent in June, compared with 6.3 percent in June a year ago.

Household purchases of grape juice were up 31,000 cases in June to 230,000 cases (equivalent No. 2 cans). Apple juice purchases dropped 54,000 cases to a total of 313,000 cases in June. Average prices for these juices remained practically unchanged. (For data on prune juice, see DRIED FRUIT section.)

FRESH CITRUS FRUIT

Household purchases of all fresh oranges dropped 7,000,000 dozens to 35,212,000 dozens in June. The decreasing importance of Florida oranges in the fresh market at the close of the Florida season accounted for most of the drop. Purchases of California oranges increased from 15,715,000 dozens in May to 17,066,000 dozens in June. Purchases of all oranges and of California oranges were slightly higher than June 1949.

The price paid by householders for California oranges during June averaged 44.6 cents per dozen, a drop of almost 9 cents from May (fig. 6). A similar price decline occurred in June 1949. Average prices paid for Florida oranges increased 2.5 cents per dozen to 48.8 cents, which was 4 cents under a year ago. The percent of families buying Florida oranges dropped from 21.2 percent in May to 15.5 percent in June. The percent of families buying California oranges increased slightly in June.

Household purchases of fresh grapefruit decreased by one-half of the May volume to 2,426,000 dozens in June. This was considerably higher than the purchases in June of 1949. Prices paid for grapefruit dropped slightly over 2 cents per dozen to \$1.16. The percent of families buying grapefruit declined from 19.6 percent in May to 11.6 percent in June following the seasonal trend in supply.

Lemons purchased for household consumption increased over 60 percent from May to June, reaching 15,557,000 dozens. Purchases in June were slightly below those of a year ago. Average prices for lemons increased 3 cents per dozen to 46 cents in June. This was, however, lower than the average price of 51 cents in June 1949. The percent of families buying lemons increased from 28 percent in May to 38 percent in June, which is almost identical to a year ago.

DRIED FRUITS

Household purchases of dried fruit declined 27 percent in June, with consumers buying 8,372 tons compared to 11,499 tons in May 1950. Average prices paid

by consumers showed little change in June, while the percentage of families buying any dried fruit decreased slightly from 30 percent in May to 27 in June.

Raisin purchases for household use decreased from 3,946 tons in May to 3,756 tons in June, while the average price remained unchanged (fig. 7). During this period the percentage of families buying raisins decreased from 12.4 to 10 percent.

Household consumer purchases of dried prunes were down substantially from the May levels--3,756 tons in June compared with 5,174 tons. The average price paid by consumers did not change. The proportion of families buying dropped from 12.4 to 9.5 percent.

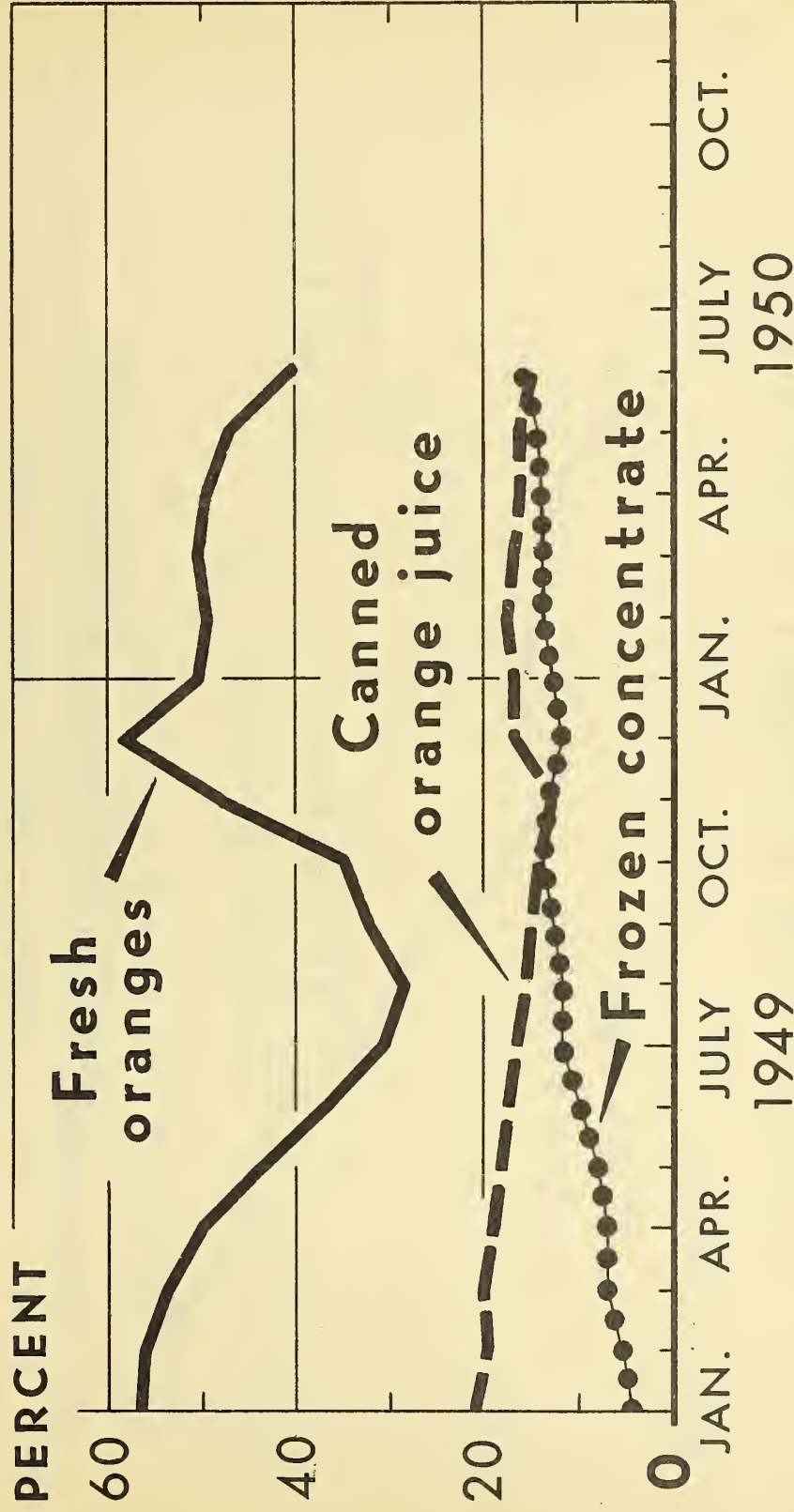
Prune juice purchases declined from 386,000 cases (equivalent No. 2 cans) in May to 369,000 cases in June. The proportion of families buying dropped from 6.7 percent in May to 5.7 percent in June. There was no change in the average price paid by household consumers.

Household purchases of dried apricots declined sharply from 636 tons in May to 392 tons in June. Average price paid by consumers in June was almost 2 cents per pound above the May level. Dried peach purchases decreased from 446 to 320 tons during the same period.

Prices paid by household consumers for dried figs increased 4 cents per pound to 38 cents in June; purchases dropped sharply from 329 tons in May to 112 tons in June. Average prices paid by consumers for dates also increased 4 cents per pound, while purchases declined almost 250 tons to a June level of 336 tons.

Purchases of dried apples for household use increased moderately, while the average price declined 1 cent per pound.

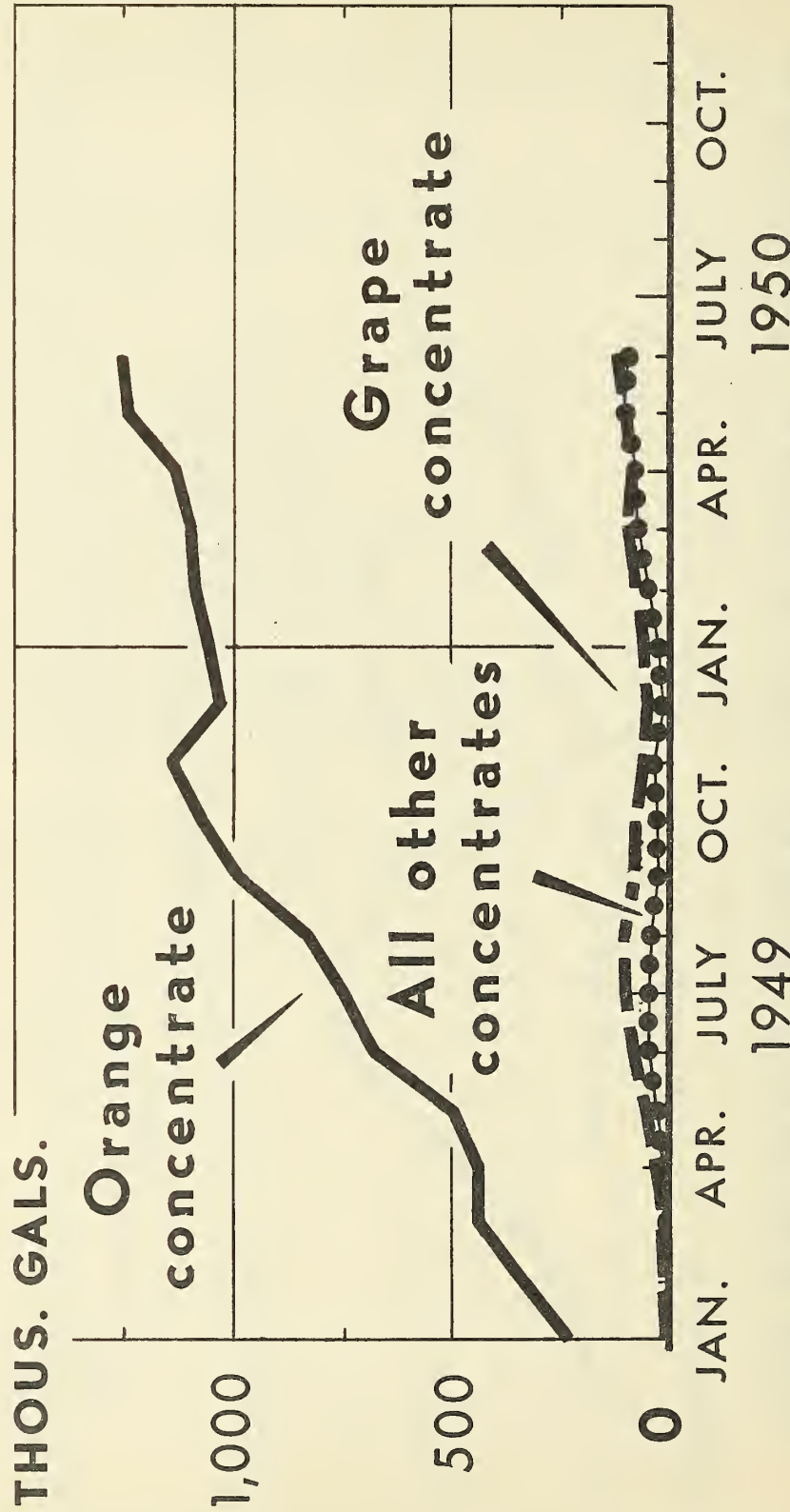
PERCENT OF FAMILIES BUYING ORANGES AND ORANGE JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

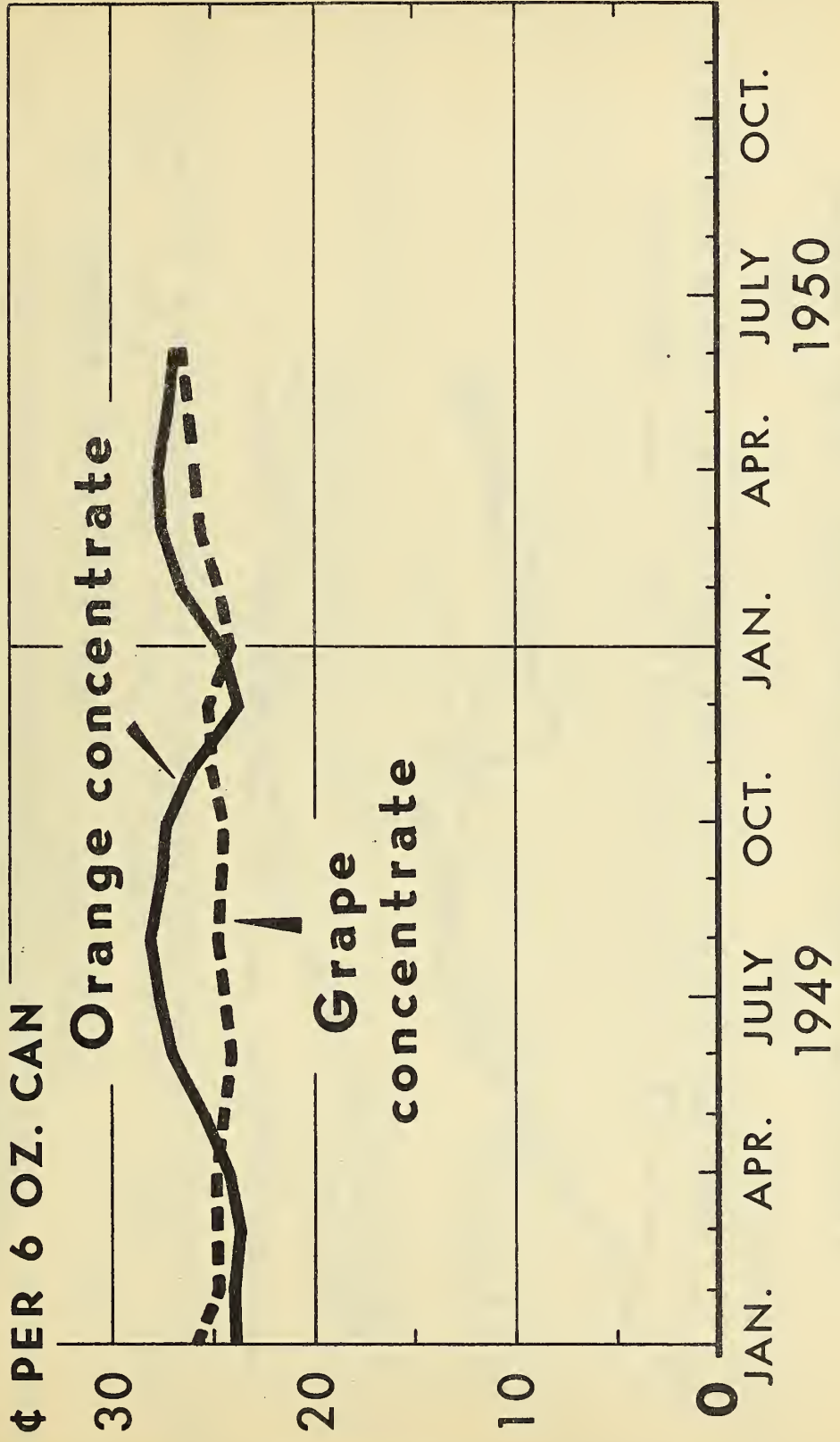
FIGURE 1

CONSUMER PURCHASES OF FROZEN FRUIT JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

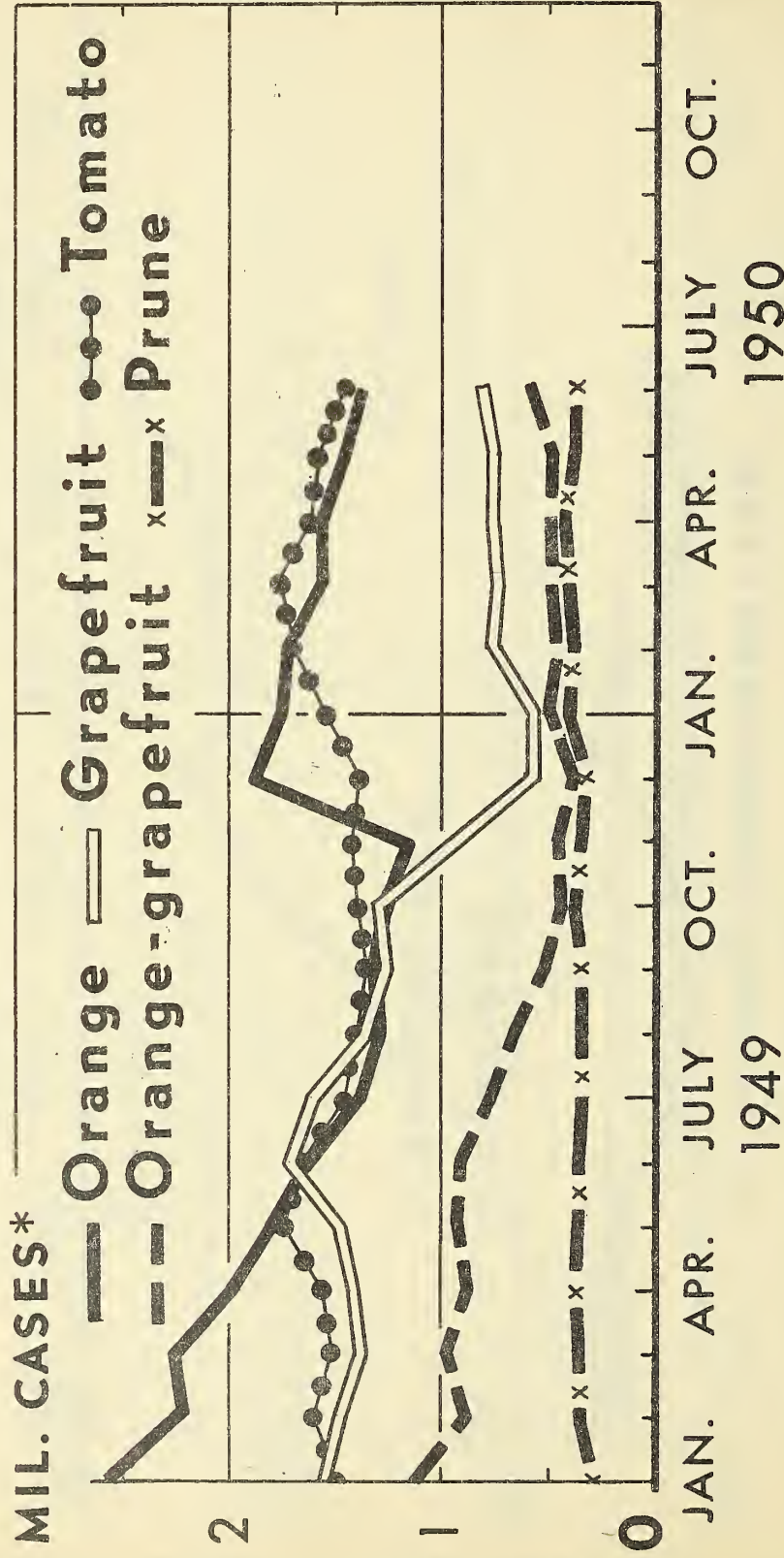
PRICES OF FROZEN FRUIT JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

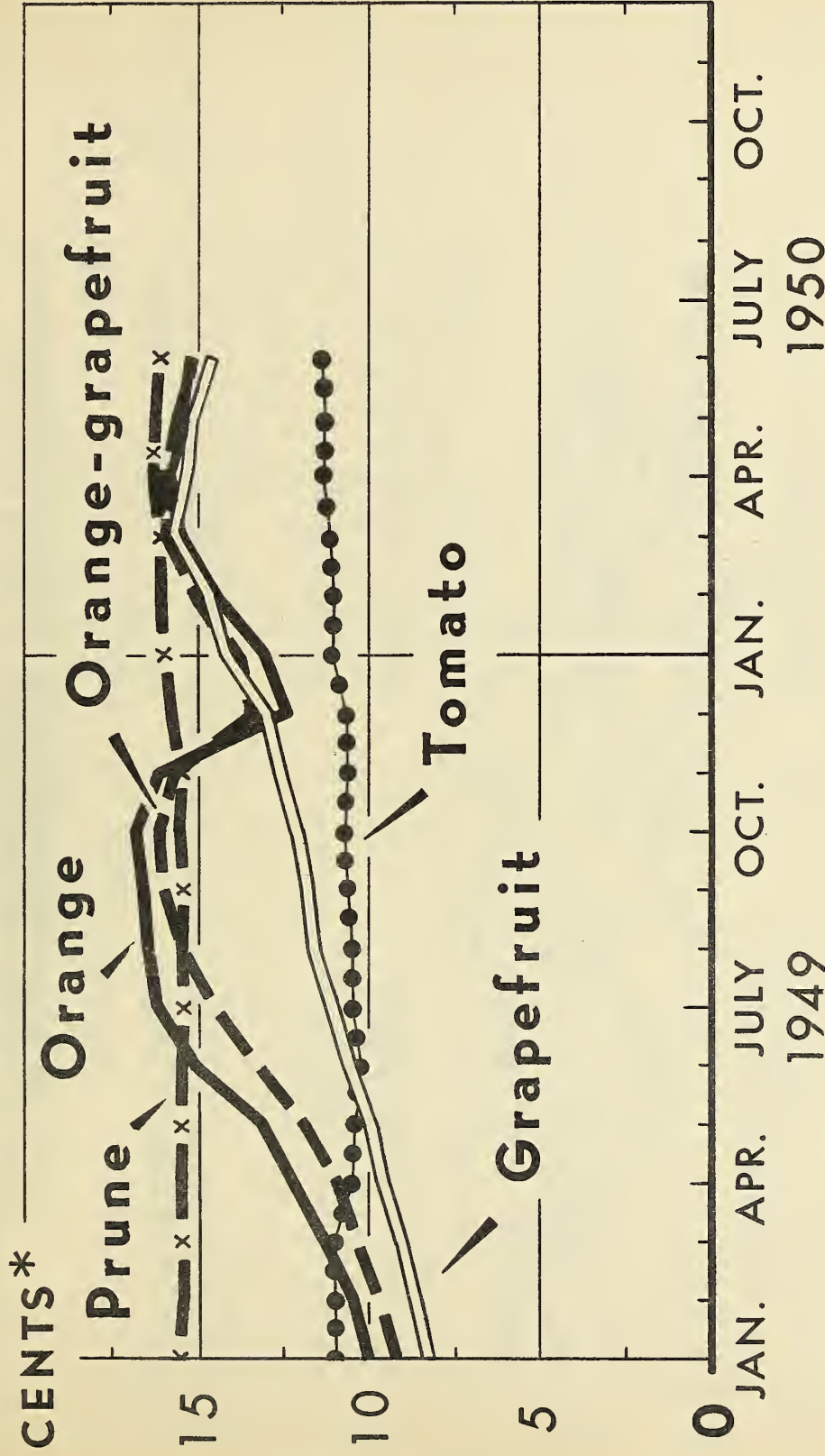
FIGURE 3

CONSUMER PURCHASES OF SELECTED CANNED JUICES



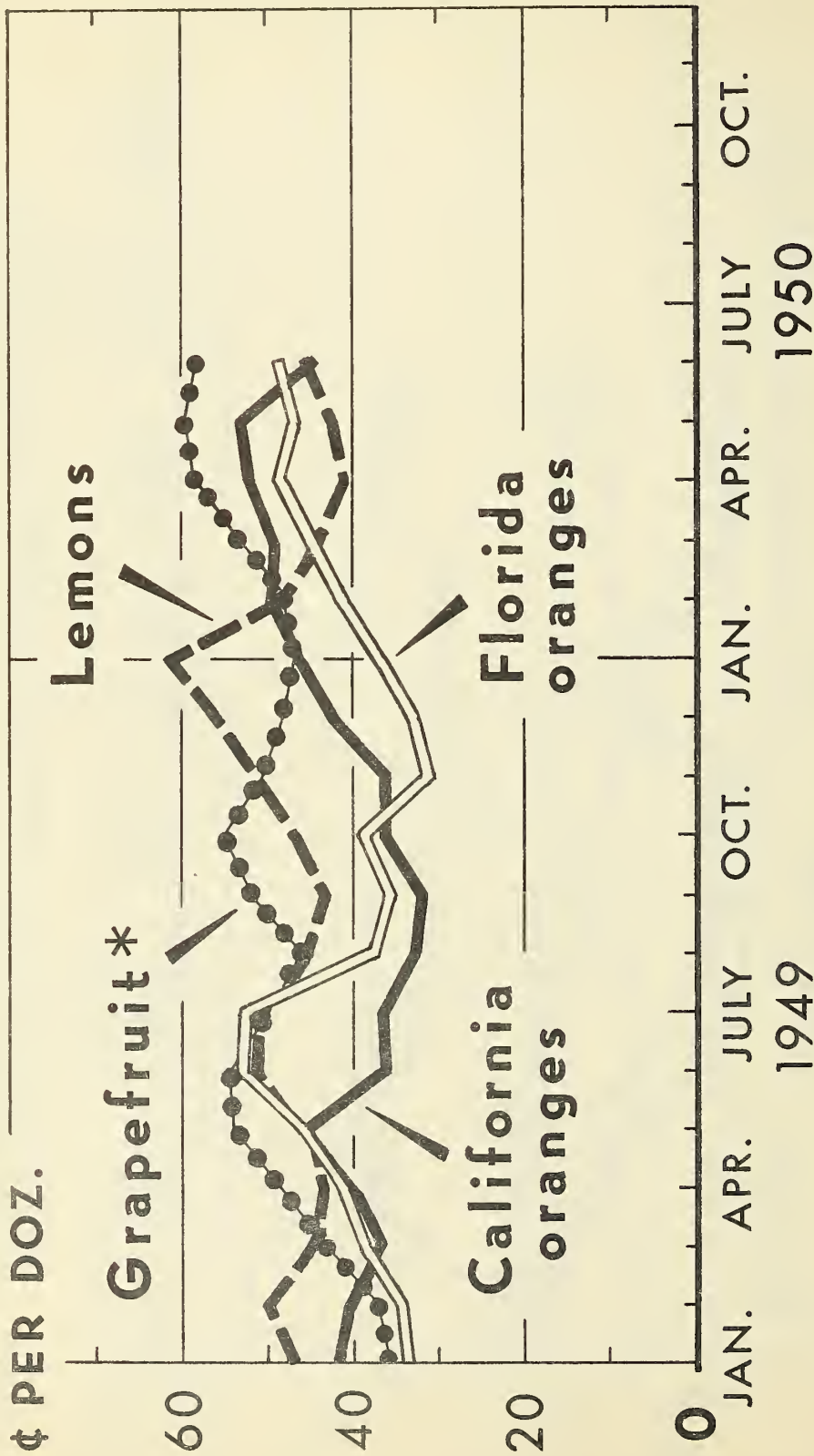
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY
 *EQUIVALENT CASES OF 24 #2'S

PRICES OF CANNED JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY
*CENTS PER EQUIVALENT #2 CAN

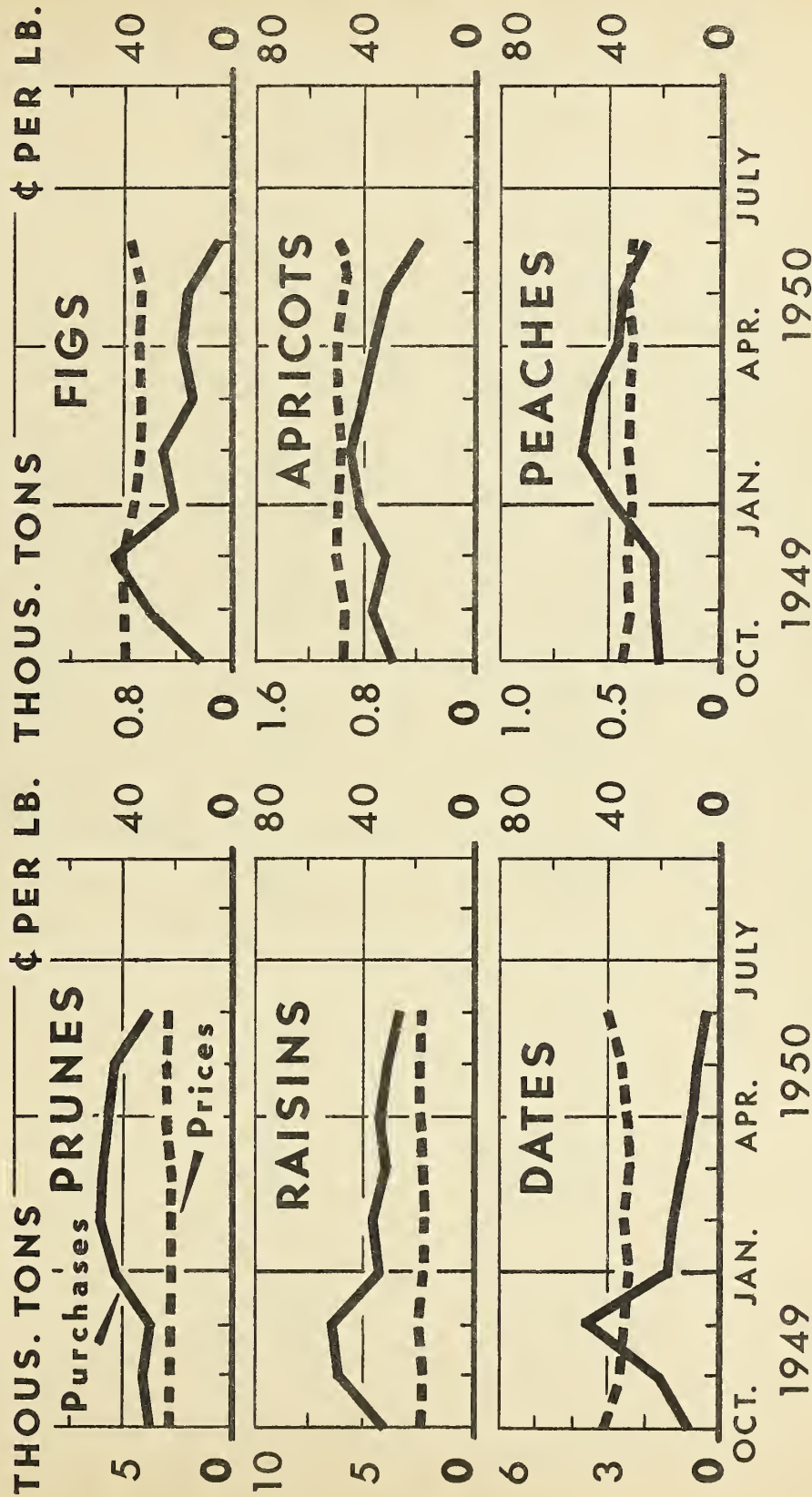
PRICES OF FRESH CITRUS FRUITS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

*CENTS PER 1/2 DOZEN

RETAIL PURCHASES AND PRICES, SIX DRIED FRUITS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

FIGURE 7

Table 1.--Frozen concentrated orange juice and canned juices: U.S. total consumer purchases, percentage of families buying and average prices, June 1950, May 1950, and June 1949 ^{1/}

	Consumer purchases	Percentage of families buying	Average price per 6 oz. can
	<u>1,000 gallons</u>	<u>Percent</u>	<u>Cents</u>
Frozen concentrated orange juice			
June 1950	1,258	15.5	26.8
May 1950	1,243	14.5	27.2
June 1949	671	9.5	26.9
	Consumer purchases cases of 24 #2's	Percentage of families buying	Average price per equivalent #2 can
Canned juices	<u>1,000 cases</u>	<u>Percent</u>	<u>Cents</u>
Orange			
June 1950	1,365	14.8	15.2
May 1950	1,462	16.0	15.4
June 1949	1,626	17.0	15.1
Grapefruit			
June 1950	798	9.9	14.6
May 1950	767	9.8	15.2
June 1949	1,705	16.4	10.6
Orange and grapefruit blend			
June 1950	588	7.0	15.1
May 1950	494	6.9	15.6
June 1949	912	11.4	13.3
Lemon			
June 1950	96	5.3	41.0
May 1950	48	3.1	41.7
June 1949	130	6.3	32.1
Tomato			
June 1950	1,452	19.5	11.4
May 1950	1,578	20.6	11.3
June 1949	1,667	20.8	10.2
Pineapple			
June 1950	920	13.8	15.3
May 1950	938	13.7	15.6
June 1949	651	11.7	16.9
Prune			
June 1950	369	5.7	16.1
May 1950	386	6.7	16.2
June 1949	355	5.4	15.3

^{1/} Each month represents a 4-week period

Table 2.--Fresh citrus fruits: U. S. total consumer purchases, percentage of families buying, and average prices, June 1950, May 1950, and June 1949 ^{1/}

		Consumer purchases	Percentage of families buying	Average price per dozen
		<u>1,000 dozens</u>	<u>Percent</u>	<u>Cents</u>
Oranges				
California				
June	1950	17,066	23.6	44.6
May	1950	15,715	22.5	53.2
June	1949	16,139	19.3	36.1
Florida				
June	1950	12,133	15.5	48.8
May	1950	19,151	21.2	46.3
June	1949	12,689	16.4	52.8
Total				
June	1950	35,213	39.9	46.3
May	1950	42,358	47.0	49.0
June	1949	34,932	36.7	44.2
Grapefruit				
June	1950	2,426	11.6	116.5
May	1950	5,024	19.6	118.9
June	1949	1,684	8.8	109.4
Lemons				
June	1950	15,557	38.1	45.5
May	1950	9,594	27.6	42.4
June	1949	16,386	39.4	51.2

^{1/} Each month represents a 4-week period

Table 3.--Dried fruit: U. S. total consumer purchases, percentage of families buying and average prices, June 1950, May 1950, and April 1950 ^{1/}

	Consumer purchases 1,000 pounds	Percentage of families buying Percent	Average price per pound Cents
Apples			
June 1950	373	.8	35.0
May 1950	344	1.1	36.0
April 1950	382	1.0	36.9
Apricots			
June 1950	784	2.0	49.6
May 1950	1,271	2.7	47.7
April 1950	1,449	3.8	49.7
Dates			
June 1950	672	1.9	40.0
May 1950	1,156	3.0	35.9
April 1950	1,505	3.4	33.4
Figs			
June 1950	224	.6	37.7
May 1950	657	.8	33.7
April 1950	749	1.2	34.1
Mixed fruit			
June 1950	200	.3	37.7
May 1950	360	.7	34.6
April 1950	655	1.5	31.9
Peaches			
June 1950	639	1.3	31.4
May 1950	892	1.7	32.8
April 1950	951	2.0	32.1
Pears			
June 1950	10	--	35.0
May 1950	50	.1	36.2
April 1950	65	.1	38.3
Prunes			
June 1950	7,511	9.5	23.2
May 1950	10,347	12.4	23.1
April 1950	11,056	13.9	23.0
Raisins			
June 1950	6,326	10.0	18.9
May 1950	7,891	12.7	19.1
April 1950	8,500	13.3	18.9
Total ^{2/}			
June 1950	16,744	21.5	24.5
May 1950	22,998	27.0	24.8
April 1950	25,344	30.2	24.9

^{1/} Each month represents a 4-week period.

^{2/} Total includes dried currants.

Table 4.--Canned juices and frozen concentrated juices: U.S. total consumer purchases and average prices, June 1950 (4-week period)

Commodity	Purchases				Average prices			
	: Percentage of all : Total all :		: Per 1,000 : Size of aver-		: Per actual : Per equivalent			
	: families buying : 1,000		: capita : age purchase		: unit : No. 2 can			
	Percent	Cases 1/	Cases 1/	Ounces	Size	Cents	Cents	
Canned juices								
Orange	14.8	1,365	9.23	55.66	46 Oz.	37.8	15.2	
Grapefruit	9.9	798	5.40	56.64	46 Oz.	36.6	14.6	
Orange and apft. blend	7.0	588	3.98	57.36	45 Oz.	38.0	15.1	
Tangerine	2.1	132	.89	46.88	46 Oz.	33.6	13.4	
Lemon	5.3	96	.65	14.00	5½-6 Oz.	12.9	41.0	
Apple	4.2	313	2.12	47.87	32 Oz.	20.6	11.0	
Grape	5.8	230	1.56	30.18	32 Oz.	39.9	24.8	
Pineapple	13.8	920	6.22	46.47	46 Oz.	38.0	15.3	
Prune	5.7	369	2.50	37.99	32 Oz.	28.4	16.1	
Tomato	19.5	1,452	9.82	48.12	46 Oz.	26.9	11.4	
Vegetable combination	3.4	174	1.18	38.68	46 Oz.	35.9	15.3	
Other juices	2/	374	2.53	35.84	46 Oz.	37.9	16.4	
Total	51.8	6,811	46.08	46.23			14.9	
Frozen concentrated juices								
	Percent	1,000 Gallons	Gallons	Ounces	Size	Cents		
Orange	15.5	1,258	8.51	11.63	6 Oz.	26.8		
Grape	2.5	108	.74	8.40	6 Oz.	26.4		
Other concentrates	2/	83	.56	8.77	6 Oz.	23.5		
Total	16.7	1,449	9.81	11.10				

1/ Equivalent cases of No. 2 cans, 432 ounces per case

2/ Information not available

National Consumer Data

Table 5.—Fresh citrus fruit: U.S. total consumer purchases and average prices, June 1950 (4-week period)

Commodity	Purchases				Average price per dozen Cents
	Percentage of : all families buying:	Total : 1,000 dozens	Per : 1,000 capita :	Size of : average purchase :	
	Percent	1,000 dozens	Dozens	Units	
Oranges					
California	23.6	17,066.3	115.4	11.2	44.6
Florida	15.5	12,133.0	82.1	11.0	48.8
Unidentified	10.3	6,013.4	40.7	10.0	46.1
Total	39.9	35,212.7	238.2	10.9	46.3
Grapefruit	11.6	2,425.7	16.4	3.3	116.5
Tangerines 1/		12.5	.1	15.0	20.0
Lemons	38.1	15,556.9	105.3	6.6	45.5
Limes	3.0	891.3	6.0	7.2	33.4
Total	58.9	54,099.1	366.0	8.4	49.0

^{1/} Too few purchases represented to permit significant analysis

National Consumer Panel of Industrial Surveys Company

Table 6.--Dried fruit: U. S. total consumer purchases and average prices, June 1950 (4-week period)

Commodity	Purchases				Average price per pound Cents
	Percentage of all families buying: Percent	Total all families : 1,000 pounds 1,000 pounds	Per 1,000 capita : average purchase: Pounds	Size of average purchase: Ounces	
Apples	8	373	2.52	12.94	35.0
Apricots	2.0	784	5.31	13.76	49.6
Dates	1.9	672	4.55	11.18	40.0
Figs	.6	224	1.52	13.77	37.7
Mixed dried fruit	.3	200	1.35	17.72	37.7
Peaches	1.3	639	4.32	15.92	31.4
Pears 1/		10	.07	16.00	35.0
Prunes	9.5	7,511	50.82	22.79	23.2
Raisins	10.0	6,326	42.80	20.28	18.9
Currents 1/		5	.03	8.00	28.0
Total	21.5	16,744	113.29	19.55	24.5

1/ Too few purchases represented to permit significant analysis

National Consumer Panel of Industrial Surveys Company